

New WALKER Plan SAMPLER

What You Get IN THE SAMPLER

*You get all this in the Walker sampler
for the small investment in 3 jacks—*

1. The right jacks for all makes and models of cars—one each of the three Walker Double Extension Screw Jacks for balloon tires, complete with long, turning-type handles with rim wrench and folding features. The No. 525 Walker Jack for large cars—No. 520 for medium weight cars—and No. 515 for light cars.

2. The Walker recommendation chart—the master key to jack sales. Tells you and your customers the right jack for any make or model car—and where the lift should be made, front and rear.

3. An attractive counter or window card which shows the advantages of Walker Jacks for balloon tires—how the long, easy-turning handle makes it possible to lift a car without soiling the clothes or skinning the knuckles. Also other helpful sales material.

4. An opportunity to participate in the Walker National Jack Market Survey and earn an Extra No. 520 Walker jack for your own car by proving to yourself that five out of ten cars need these modern jacks for balloon tires.

*The Walker Sampler plan will give you
an entirely new conception of jack selling.
Ask your jobber salesman about it.*

Will Open Your Eyes to New Profits in JACKS

HERE is your opportunity to make some real profits selling Walker Jacks . . . A nation-wide survey has proved that five out of every ten car owners that come into your place have no jacks at all—or the ones they have are broken or inadequate for their cars.

Now Walker has taken all the guess work out of jack selling—now you can always have the right jacks to sell for any make or model car, with only a few dollars invested in stock. . . . The new Walker Sampler plan will open your eyes to new profits in jacks.



ASK YOUR JOBBER SALESMAN

WALKER MANUFACTURING CO. RACINE, WISCONSIN

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THE RIGHT JACKS TO SELL

for All Makes and Model Cars

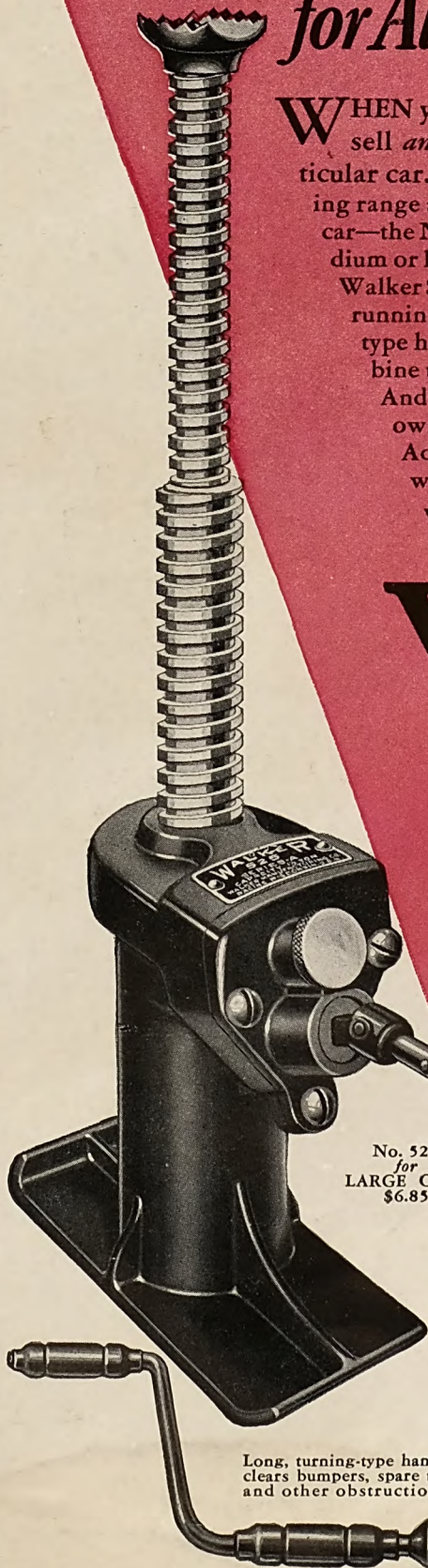
WHEN you have these Walker Jacks, you're equipped to sell *any* customer just the jack he needs for his particular car. You have a jack with the right capacity, lifting range and handle length for the man with a big, heavy car—the No. 525 Walker—and two other models for medium or light weight cars. Three jacks—all built on the Walker Screw-Within-a-Screw principle—with smooth-running reduction gears, ball bearings, long, turning-type handles and other features of design that combine to take the physical effort out of lifting a car.

And you have a range of prices that fits the car owner's pocketbook. All backed by National Advertising now appearing every other week in the Saturday Evening Post.

WALKER MANUFACTURING CO., RACINE, WIS.

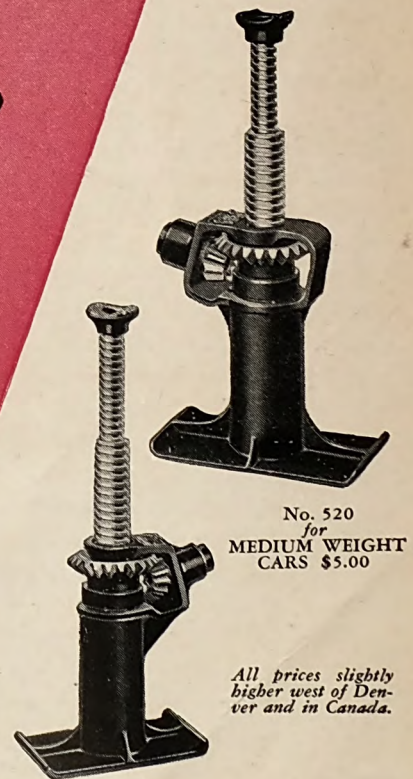
Walker Jacks

THE new Walker Sampler Plan will open your eyes to new profits in jacks. Ask your jobber salesman about this complete jack selling outfit—and he will also tell you how you can earn a Series 500 Walker Jack for your own personal use.



No. 525
for
LARGE CARS
\$6.85

Long, turning-type handle
clears bumpers, spare tire
and other obstructions.



No. 515
for LIGHT
CARS \$4.00

No. 520
for
MEDIUM WEIGHT
CARS \$5.00

All prices slightly
higher west of Den-
ver and in Canada.

Handle folds when not in
use. First section detachable
for use as a rim wrench.

SELL HIM THE JACK THAT FITS HIS CAR AND HIS POCKETBOOK

WITH the three jacks in the Walker Sampler, you can fit up any car owner with a jack that fits his car and his pocketbook—a jack with the right capacity, lifting range and handle length. If he has a medium weight car, you sell him the No. 520 Walker—a jack with smooth-running reduction gears, ball bearings, long, turning-type handle and other features of design that take the labor out of lifting his car.

If he has a light or heavy car, you have the right jack for him—built on the same Walker Screw-Within-A-Screw Principle. And the Walker recommendation chart takes all the guess work out of your selling. All this—plus National Advertising in the Saturday Evening Post.

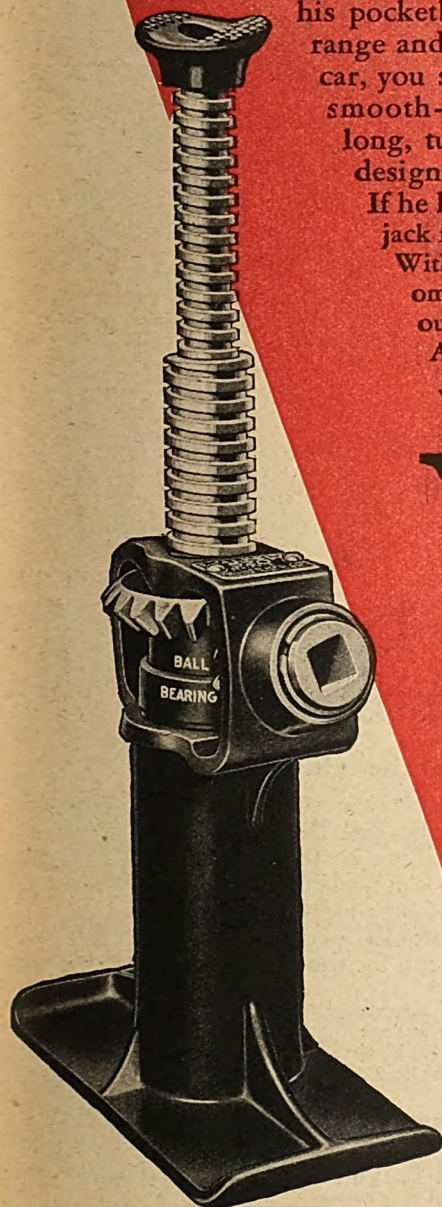
WALKER MANUFACTURING CO., RACINE, WIS.

Walker Jacks

THE new Walker Sampler Plan will open your eyes to new profits in jacks. Ask your jobber salesman about this complete jack selling outfit—and he will also tell you how you can earn a Series 500 Walker Jack for your own personal use.



Handle folds up for convenient storage when not in use. First section detaches for use as a rim wrench. Handy!



No. 520 for Medium Cars, \$5.00
Slightly Higher west of Denver and in Canada

HERE is a really big idea in jack merchandising. The right jacks to sell for all cars—and everything you need to really sell jacks—all in the Walker Sampler—and all for the small investment in three jacks.



RETAIL JACK SELLING REVOLUTIONIZED

THE three jacks built on the Walker Screw-Within-a-Screw Principle—and the Walker Sampler Plan—have revolutionized retail jack selling. They give you a jack with the right capacity, lifting range and handle length, for light cars—the No. 515 Walker Jack—two sturdier models for heavy and medium weight cars—and a range of prices that fits the car owner's pocket-book. Three jacks—with smooth running reduction gears, ball bearings, long, turning-type handles and other features of design that take the physical effort out of lifting a car—and everything you need to put your jack sales up where they should be. You get all this in the Walker Sampler for the small investment in three jacks—all backed by National Advertising in the Saturday Evening Post.

WALKER MANUFACTURING CO., RACINE, WIS.

Walker Jacks

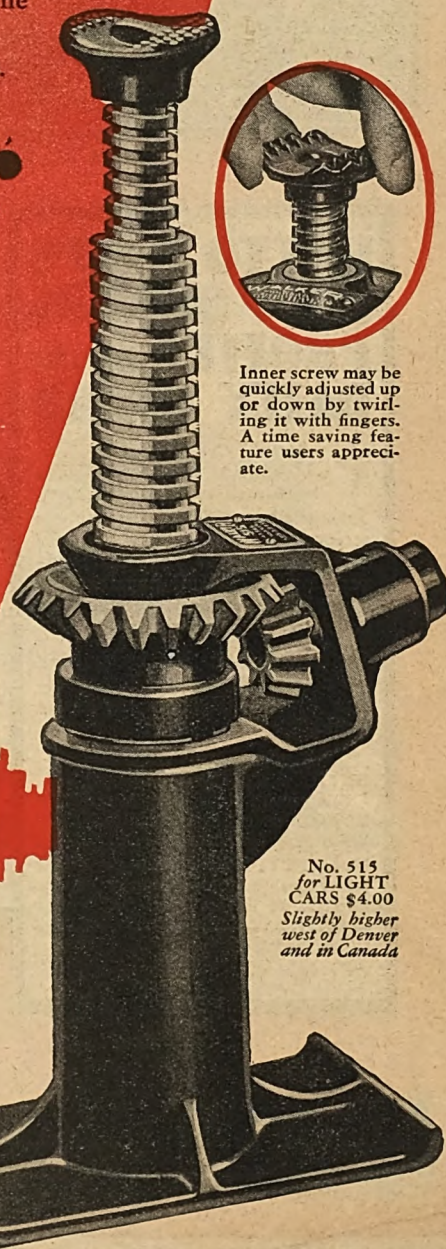
THE new Walker Sampler Plan will open your eyes to new profits in jacks. Ask your jobber salesman about this complete jack selling outfit—and he will also tell you how you can earn a Series 500 Walker Jack for your own personal use.



No hard labor—no getting down in the dirt and soiling the clothes. A child can lift a car with a Series 500 Walker Jack.



Inner screw may be quickly adjusted up or down by twirling it with fingers. A time saving feature users appreciate.



No. 515
for LIGHT
CARS \$4.00
Slightly higher
west of Denver
and in Canada

EVIDENCE

New Bedford, Mass., dealer says:

"We bought our Sampler three months ago and have sold fifteen Walker Jacks since then. We use every bit of our display material."

Leona, Kansas, dealer says:

"The Sampler is Okay. We have sold eight jacks in a short time, re-ordering every time we make a sale, so our stock is always complete."

Bethel, Conn., dealer says:

"We've sold 25 Walker Jacks since getting our Sampler. We display the jacks in the window and get the business. There's nothing better than the Sampler."

Springfield, Mo., dealer says:

"Five jacks sold in a short time since getting the Walker Sampler."

Ames, Iowa, dealer says:

"Sixteen jacks sold to date since getting the Walker Sampler. The display material helps."

Woodruff, Wis., dealer says:

"Your Walker Sampler is good. We have already had to re-order."

Merkel, Texas, dealer says:

"We have re-ordered several times—the Sampler is a mighty good proposition."

Stevens Point, Wis., dealer says:

"Sampler Okay. All three jacks are good sellers and we have had to re-order."

Lowell, Mass., dealer says:

"We have had the Sampler four weeks and have sold all the jacks and then some. Of course we have re-ordered. We think the Sampler is great."

La Crosse, Wis., dealer says:

"We have re-ordered four times and all three sizes of the jacks sell well. Our opinion of the Sampler is that it is fine."

Peoria, Ill., dealer says:

"Ten jacks sold as a result of buying Sampler. It's Okay. We make use of all your sales helps."

Chicago dealer says:

"A dozen Walker Jack sales since buying Sampler. It's good."

Mt. Kisco, N. Y., dealer says:

"Sold out right away and re-ordered more Walker Jacks. O. K., I'll say."

Pottstown, Pa., dealer says:

"All the Sampler jacks sell well. Have sent our jobber an order for more."

Lewistown, Me., dealer says:

"Sampler is fine. It is responsible for our selling a dozen Walker Jacks."

Bridgeport, N. J., dealer says:

"Yes, we like the Sampler. Have sold all the jacks and re-ordered."

Denver, Col., dealer says:

"I have found out through the Walker Sampler that the sales opportunities for these jacks are unlimited."

Galesburg, Ill., dealer says:

"Our jobber can tell you that we have had to re-order more of the Walker Jacks since getting Sampler."

Joliet, Ill., dealer says:

"Don't know just how many jacks we have sold since getting the Sampler, but we keep on ordering more Walker Jacks. It is O. K."

Natick, Mass., dealer says:

"Thirty-two Walker Jacks sold in the time that has elapsed since buying the Sampler."

West Warwick, R. I., dealer says:

"Close to fifty Walker Jacks sold in the time we've had the Sampler. That tells how we feel about it."

Paterson, N. J., dealer says:

"Sold two of the jacks same day I got the Sampler and I'll sell plenty more."

Cleveland Heights, Ohio, dealer says:

"Sampler has showed me I can sell Walker Jacks for four out of every ten cars that come in."

Bloomfield, N. J., dealer says:

"Purchased the Walker Sampler two weeks ago and have sold five jacks already."

Anoka, Minn., dealer says:

"I didn't realize what a market there is until I got a Walker Sampler and really got interested in selling jacks."

Menomine, Wis., dealer says:

"We sold two of the Sampler Jacks while making the inventory of ten cars to earn the extra No. 520 jack."

Winnipeg dealer says:

"Last week we started suggesting Walker Jacks to customers and have already sold a dozen."

Baltimore, Md., dealer says:

"Have sold five Walker Jacks already and will sell many more."

Akron, Ohio, dealer says:

"Started right out and sold three jacks while making the inventory of ten cars."

New Plymouth, Idaho, dealer says:

"It's no trouble to interest people in these Walker Jacks. We made two sales right off the bat."

St. Louis, Mo., dealer says:

"Sold all three sizes soon after getting Sampler. All you need to do is demonstrate these jacks."

Detroit, Mich., dealer says:

"Have no trouble in selling the Walker Jacks in the Sampler. Have made several sales and have others lined up."

Meridian, Miss., dealer says:

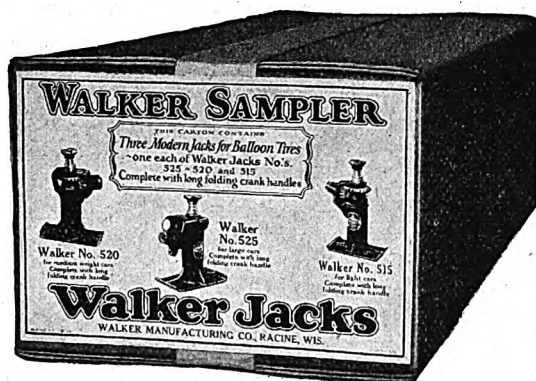
"There certainly are big opportunities in jack sales and the Sampler teaches a dealer to take advantage of them."

Oskaloosa, Iowa, dealer says:

"The hand jack market is great and we have increased our business 500 percent since getting our Walker Sampler."

Ft. Wayne, Ind., dealer says:

"It's surprising how many cars need new jacks and how many can be sold starting with the Walker Sampler plan."



THOUSANDS of dealers never knew what it was to sell hand jacks in volume, until they bought Walker Samplers. Now they're rolling up real profits in jacks—all the result of a few dollars invested in the Sampler . . . The Sampler gives you the three modern Series 500 Walker Jacks that meet every car requirement—an opportunity to earn an EXTRA No. 520 Walker Jack for your own use—plus all the sales helps required to really sell jacks in volume—all backed by Saturday Evening Post advertising . . . You get all this for the price of the three jacks alone. Read what these other dealers say—then give your jobber salesmen an order for a Walker Sampler.

WALKER MANUFACTURING CO.
Racine, Wisconsin

Brooklyn, N. Y., dealer says:

"The Sampler is the best we've ever seen. Sold all the jacks quickly and have re-ordered many times."

Newcastle, Neb., dealer says:

"A fine proposition. Sold six Walker Jacks and still going strong. We have the jacks in the window where everyone can see them."

Omaha, Neb., dealer says:

"Sampler is darn good. Got ours a few weeks ago and have sold seven Walker Jacks."

Plattsburgh, Neb., dealer says:

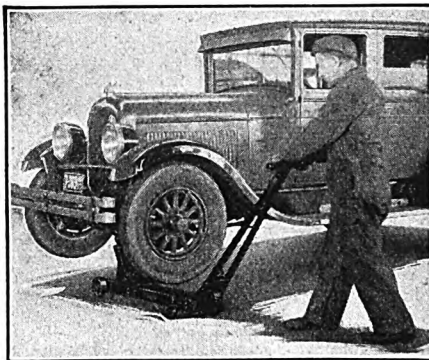
"Sold two dozen Walker Jacks to date and am now keeping about twelve on hand. Sampler is a good thing."

Walker Jacks

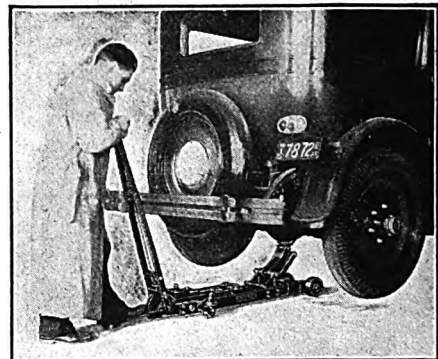
Please Mention "Motor West" When Writing to the Advertiser

Take Your Choice!

They're both
Walker Roll-A-Cars



MECHANICAL



HYDRAULIC

"If it isn't a
 WALKER
 it isn't a
 ROLL-A-CAR"

WALKER No. 740
 \$39.50

WALKER No. 770
 \$53.50

Buy These Features

1 • Quick Positioning—
 Walker Roll-A-Cars are counter-balanced so you can tilt jack on rear wheels and swing around to any lifting point quickly. No repeated backing up necessary.

2 • Low Starting Point—
 The cap goes down to 5 inches so that it can be easily positioned under the low axles and differentials.

3 • High Raising Point—
 You get a lift to a full 17 inches with the cap at its highest point—without the use of the extra cap adjuster.

4 • Lift from Any Position—
 Operate in any conceivable position—up against wall or parked car—under running board or fender. Lift 5,000 pounds with short, easy strokes.

5 • Sturdy Cap on Sturdy Bearing—Heavy 4½" cap with dished center to take drain plug. You can lift on one corner without bending prong. Parallel arms and sturdy bearing hold cap level.

6 • Maximum Working Clearance—No guide bars from cap to obstruct mechanic's work when car is being supported by the jack.

Either the No. 740 or the No. 770 will speed up your service work and definitely reduce your costs. Your jobber salesman will gladly bring out either type for a demonstration on your own floor.

WALKER MANUFACTURING COMPANY • RACINE, WISCONSIN

Walker Jacks

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